

WFDD-FM PROGRAM ADVISORY COUNCIL MEETING

SEPTEMBER 14, 1967

A luncheon and meeting of the WFDD-FM Program Advisory Council was held at 12:30 P.M., Thursday, September 14, 1967 in the Little Magnolia Room at Reynolda Hall. Attending the meeting were:

Dr. Julian C. Burroughs, Jr., Director of WFDD-FM  
Dr. Franklin R. Shirley, Chairman, Department of Speech,  
Wake Forest University  
Mrs. Robert Sosnik, Pres., Winston-Salem Radio/TV Council  
Mr. John Comas, WSJS Broadcasting Stations  
Mr. Edward M. Rollins, R. J. Reynolds Tobacco Company  
Mr. Robert Peel, Pres., Friends of Fine Broadcasting, Inc.  
Dr. Louis Mennini, Dean, School of Music, North Carolina School  
of the Arts  
Col. James Alfonte, Mgr., Winston-Salem Symphony  
Mr. Ken Johnson, Station Manager  
Mrs. Kristina Rogers, Secretary

Dr. Burroughs presented a summary of the Fall Program Schedule. (A copy is enclosed.) He mentioned that WFDD-FM was within 30 to 60 days of getting stereo on the air. He also discussed the problems of television interference, reporting that the problem of TV interference had cost WFDD-FM nearly \$2000 thus far as well as delaying progress on the installation of stereo equipment. Dr. Burroughs stated that the legitimate cases of TV interference have been easily cleared up.

The meeting was then opened for general discussion. The following suggestions were made and discussed:

1. To highlight the opera to be played on Saturday on the previous Tuesday or Wednesday at 10:00 P.M. during the time now scheduled for "Evening Concert". This would include an introduction and excerpts from the music.

2. Ken Johnson, WFDD-FM Station Manager, asked the members if they would prefer the announcer to give a brief historical sketch of the composer or the music before it is played. The members seemed to think this was a good idea as long as the sketch is "brief".

3. The suggestion was made that more "talk" programs would be a meaningful contribution to the community and to the University. Such programs could include interviews with faculty members and guest speakers at the University and could cover numerous topics such as Viet Nam, weekly book reviews, etc. As commercial stations can not do this, it was felt such programs could fill this void.

4. In response to a question from Dr. Burroughs, the members seemed to feel that it would be better to continue the present "talk" period at 7:00 rather than at 6:00 or 6:30, thus keeping the 5:00 - 7:00 period for music.

The meeting adjourned approximately 1:40 P.M.